



PHILADELPHIA PRINT COLLABORATIVE ARCHIVES

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World Record Kicks Off City-Wide Festival Printmaking as a Populist Art Form

The 'X Games' of art events, on Sunday, September 22 the Philadelphia Print Collaborative, with hundreds of artists, students and volunteers created a 260 foot print at BROADSTREET BROADSIDE. This mammoth accomplishment means Philadelphia now holds the world's record for the longest print. The block-long spectacle print stopped traffic as onlookers watched participants carry the finished print down Broad Street to Hamilton Hall at the University of the Arts. Over 300 volunteers let out a huge cheer as the print was hoisted up to the 3rd floor balcony. The celebration continued with food, beverages, and the samba music by *Amor Tropical*. Hats off to the dozen art schools, universities and community groups that contributed their expertise and delivered the powerful images of the finished piece. Download BROADSTREET BROADSIDE photos: <http://www.printcollaborative.org/pressmaterials.shtml> beginning October 3rd.

This public art extravaganza was a fitting event to marshal in the Philadelphia Print Collaborative sponsored festival *Image & Print: A Contemporary Conversation with History*. In the 21st century printmaking is generally not thought of as a *public* art. The 34 exhibitions and 18 printmaking programs offer an alternative vision. The city-wide festival, held from September 20 - October 19, will explore the history of prints in the public arena and how contemporary artists interpret the tradition in billboards, posters, books, comics and broadsides.

Similar to the partnership between PPC and the Philadelphia Museum of Art with the 2001 festival, *Celebrating Prints and Printmaking: In Homage to Dox Thrash*, the PPC members planned *Image & Print* to expand upon The Print Center's *IMPRINT a public art project*, Philadelphia's first major billboard exhibition and the city's largest public art project to date. The festival also highlights the 30th anniversary of the Brandywine Workshop, a founding member of the Philadelphia Print Collaborative. A highlight of the anniversary will be the

presentation of the national James Van Der Zee Awards at the Kimmel Center for the Performing Arts on Saturday, October 5th at 7:00 PM. Brandywine is a national resource in the printmaking community as well as a resident of the Avenue of the Arts.

BROADSTREET BROADSIDE was the opening event for *Image & Print: A Contemporary Conversation with History*, September 20-October 19, 2002. Image & Print exhibitions and programs explore the history of prints in the public arena and how contemporary artists interpret the tradition in billboards, posters, books, comics and broadsides.

"PPC would like to acknowledge the following for their contributions to BROADSTREET BROADSIDE: Danny Alvarez, Alyse Bernstein, Carey Dearnley, John E. Dowell, Jr., Sharon Heitzonroder, Lois Johnson, Dennis Lo, Caralee McLellan, Steve McKenzie, Marsha Moss, and Adam Reiff, Lauren Rex, Spiral Q, Shelley Thorsetensen. Thanks to all of the schools, artists and volunteers! Thanks to the PPC Planning Committee, Fleisher Art Memorial, Kimmel Center for the Performing Arts and the University of the Arts."

